INTISARI

Aktivitas masyarakat di Indonesia saat ini mulai berorientasi pada teknologi dan menjadikan teknologi sebagai penunjang utama kegiatan selain komunikasi tentunya. Saat ini kebanyakan orang Indonesia di perkotaan banyak mulai membawa beberapa perangkat elektronik/smartphone setiap hari. penelitian ini bertujuan untuk menemukan pengaruh kesadaran merek, loyalitas merek, dan persepsi kualitas terhadap keputusan pembelian. Data dikumpulkan dari 200 responden warga Surabaya secara acak yang sudah menggunakan smartphone. Data diuji menggunakan metode analisis regresi linier.

Hasil penelitian menunjukkan bahwa secara simultan dan parsial masing – masing variable kesadaran merek, persepsi kualitas Dan Loyalitas Merek memiliki hubungan signifikan terhadap Niat Beli.

Kata kunci : *Kesadaran Merek, Persepsi Kualitas, Loyalitas Merek, Niat Beli*

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ABSTRACT

Community activities in Indonesia are now starting oriented technology and make technology as the main support activities other than communication of course . Nowadays most people in urban Indonesia are starting to bring some electronic devices / smartphones every day . This research aims to find the influence of brand awareness , brand loyalty , and the perception of the quality of the purchasing decision . Data were collected from 200 respondents randomly Surabaya citizens who are already using a smartphone . Data were tested using linear regression analysis .

The results showed that simultaneous and partial each - each variable brand awareness, perceived quality and brand loyalty has a significant relationship to the Intention Buy .

Keywords : Brand Awareness , Perceived Quality, Brand Loyalty , Intention Buy

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